

The Do-Not-Call-List exemption for prerecorded telemarketing calls from radio and tv stations is like the guy in the elevator who thought he could slip under everyone's radar with his silent fart.

They both created a bigger stink than the issuer expected.

The only ethical option is do away with the exemption for prerecorded telemarketing calls from radio and tv stations trying to get me to tune in their stations.

I am really happy there is now a do-not-call-me list, but if radio and tv stations are going to be exempt, the list will be nothing but fodder for smug jokes in every telemarketing board room in the country.

"Did you hear the latest? TMKT (that new radio station in town) doesn't have a transmitting tower yet, but they just bought DinnerTime Marketing, Inc., that big telemarketing firm in town that was about to go under. Word is, TMKT will be broadcasting on 1-800-STL-CALL. Heheheheh...."

But then, I'm sure nobody would notice.....